

**APPARATUS AND METHOD TO ADVERTISE TO THE CONSUMER BASED  
OFF A DIGITAL IMAGE**

**Abstract of the Disclosure**

The present invention provides an apparatus, method and program  
5 product for analyzing a digital image for consumer identifying characteristics, and  
generating advertisements specifically to the consumer based on the identifying  
characteristics of the digital image. The analysis of the digital image may involve  
object recognition, text recognition and/or metadata analysis of a selected digital  
image. The present invention may be implemented, for example, within a photo  
10 kiosk or digital minilab. The generated advertisements may utilize a variety of  
media, including on-screen displays on the photo kiosk, a customized coupon, or  
a photo jacket insert.